

Message Text

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PAGE 01 MONTEV 00761 082019Z

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E.O. 11652: N/A

TAGS: BENC, UY

SUBJECT: MAJOR PROJECT: SATELLITE EARTH STATION

REF: (A) 77 MONTEVIDEO 1514 (B) 77 MONTEVIDEO 2761

(C) 77 MONTEVIDEO 5056 (D) MONTEVIDEO 0478

1. SUMMARY. A RECENTLY SIGNED AGREEMENT BETWEEN ANTEL AND A CONSORTIUM OF URUGUAYAN TELEVISION STATIONS WILL FACILITATE THE PURCHASE AND INSTALLATION OF A TYPE BE SATELLITE TV RECEIVING ANTENNA IN URUGUAY BY JUNE 1, 1978. BOTH GERMAN (PAL-N) AND U.S. (NTSC) SYSTEMS ARE BEING CONSIDERED. ANTEL HAS ALSO ANNOUNCED THAT A CALL FOR BIDS FOR A TYPE A SYSTEM MAY BE EXPECTED AS EARLY AS JUNE-JULY 1978. END SUMMARY.

2. IN CONVERSATION WITH EMBOFF, ING. LUIS PELUFFO, CHIEF OF PROJECT PLANNING AT ANTEL (THE GOU'S TELECOMMUNICATIONS AGENCY) STATED THAT BY JUNE 1, 1978, A CONSORTIUM OF THREE URUGUAYAN TV STATIONS, IN CONJUNCTION WITH ANTEL WILL BEGIN OPERATION OF A TYPE B SATELLITE TV RECEIVING ANTENNA. THIS SYSTEM WILL BE PURCHASED BY THE STATIONS AND INSTALLED ON ANTEL PROPERTY. THIS PRIVATE SECTOR PURCHASE SUPPLANTS THE GOU'S PREVIOUSLY ANNOUNCED PLANS TO HAVE ITS OWN TYPE BE SYSTEM OPERATIONAL BY 1980, AS
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REPORTED IN REFTELS.

3. THE TYPE B SATELLITE ANTENNA WILL BY-PASS THE EXISTING BALCARCE/BUENOS AIRES/MONTEVIDEO LINK, AND WILL INITIALLY BE USED FOR DIRECT CLOSED-CIRCUIT TRANSMISSION IN URUGUAY (UTILIZING PREVIOUSLY ACQUIRED U.S. EQUIPMENT) OF THE WORLD CUP SOCCER CHAMPSHIP

HOSTED BY ARGENTINA IN JULY 1978. THEREAFTER, ASSUMING THE DEVELOPMENT OF APPROPRIATE INFRASTRUCTURE, THE SYSTEM WILL PERMIT, BY 1890, COLOR TV RECEPTION AND LOCAL TRANSMISSION BY THE CONSORTIUM STATIONS. (COLOR PROGRAMMING IS PRESENTLY NON-EXISTENT IN URUGUAY.)

4. WITH RESPECT TO THE SELECTION OF THE COLOR TV RECEPTION SYSTEM, REPORTS INDICATE THAT URUGUAY WILL PROBABLY FOLLOW BRAZIL AND ARGENTINA'S LEAD AND SELECT THE GERMAN-MADE PAL (PHASE ALTERNATION BY LINE ALTERNATION) N SYSTEM. HOWEVER, CONSIDERATION IS ALSO BEING GIVEN TO THE U.S. NTSC (NATIONAL TELEVISION SYSTEM COMMITTEE) SYSTEM, WHICH, DUE TO ITS TECHNICAL ADVANCES, CAN MORE ECONOMICALLY ADAPT ITSELF TO THE EXISTING, AND OBSOLETE, URUGUAYAN TV SYSTEM.

5. THE POSSIBILITY OF COLOR TV RECEPTION IN URUGUAY WILL POTENTIALLY BOOST THE LOCAL TV MANUFACTURING INDUSTRY, WHICH IS PRESENTLY CONFINED TO THE MANUFACTURE AND EXPORT OF BLACK AND WHITE TUBES. FURTHER, THE AVAILABILITY OF COLOR RECEPTION WILL INITIALLY NECESSITATE THE IMPORTATION OF COLOR UNITS (A RECENTLY COMPLETED MARKET STUDY INDICATES THAT WITHIN THREE YEARS URUGUAY COULD ABSORB 7,000-10,000 SETS) IN WHICH JAPAN, HOLLAND AND GERMANY ALREADY HAVE EXPRESSED AN INTEREST.

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6. ING. PELUFFO ALSO INFORMED EMBOFF THAT SINCE ANTEL HAS ABANDONED ITS TYPE B SATELLITE PLANS, A BID CALL FOR THE TYPE A SYSTEM (SEE REFS B AND D) MAY BE EXPECTED AS EARLY AS JUNE-JULY 1978. WHEN PUBLISHED, BID CALL WILL BE REPORTED AND DOCUMENTS FORWARDED TO USDOC. USDOC MAY WISH TO INFORM GEORGE MOY, E-SYSTEMS, DALLAS, AND IAN K. MACPHERSON, OF COMTECH LABORATORIES, SMITHTOWN, NEW YORK, AND OTHER U.S. SUPPLIERS OF THIS POTENTIAL CALL FOR BIDS.

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